

P&C Broker of the Year



Goh Chye Huat



Dave Wall

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Howden’s focus on expanding its specialist expertise in the region and their innovative approaches to helping their Asia Pacific clients earns them the award for P&C Broker of the Year.

One of Howden’s notable successes this year was its deepening presence in the region both organically and inorganically. Its acquisition of Expat Marine (EML), a specialist insurance broker catering for the insurance and risk management needs of individuals and small businesses, with an emphasis on Fine Art Insurance, yachts, and pleasure craft was one such move. The acquisition expanded Howden Asia’s capabilities across multiple specialty lines.

In response to the significant growth in M&A deals in the region and surging demand for M&A insurance policies, Howden bolstered its APAC broking team in Singapore and Hong Kong, with the addition of key talents who are experienced in negotiating bespoke insurance solutions for global M&A transactions and multi-jurisdictional operational transactions.

“Our culture is the single most important differentiator. While clients are at the heart of every decision,” said Goh Chye Huat, CEO of Howden Asia.

Its outreach to its clients, going beyond its role as an insurance broker by educating and support its clients in building cyber resilience and crisis readiness through about 200 webinars, and rolling out a Howden Cyber Care Package. This included an infographic with six easy steps that clients need to know about their cyber policies, to help them better prepare for any cyber incident were steps that set it aside from the competition.

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Deepening its roots in South-East Asia, it has built Howden Takaful Brokers, a fully dedicated Takaful specialist and now the largest Takaful broker in Malaysia. The provision of a singular Takaful entity in the Malaysian market underscores Howden’s strategy to utilise local expertise to deliver optimised (re)insurance solutions that are tailored to client’s operational priorities.

Howden Malaysia also launched the online digital platform Instapol, which is the country’s only fully licensed “quote and buy” tool, allowing you to compare, personalise, and purchase motor insurance/takaful, allowing its customers to make an informed decision by answering a few basic questions.

A big success for the broker in the region was winning one of the largest clients in the Philippines, Manulife Data Service, a large multinational business process outsourcing company with about 24,000 employees and dependents after an eight-month selection process.